Rep Order# EC'd Yes 6837381 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104859 Last Received: 07// Showing Buylines: All Lines **Printed:** 07/27/2 07/27/2012 1:29 PM

Agency

07/27/2012 2:44 PM

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Agency C/P1/P2/E
Flight Dates
Hiatus Weeks ()SHORR,JOHNSON,MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103 //30S 07/30/2012 - 08/06/2012

Rep Firm Sales Office (Salesperson (

) PHILADELPHIA) AMY MCCREARY

Salesperson Phone# Salesperson FAX# 215-568-6540 215-568-1845

BERKLEY	- CONTI
FOR	RACT
SENATE	COMME
-30S	NT
ADD	
SC=*	

Phone# Fax#

Estimate# Buyer

MICHAEL D'ETTORRE

Station KSNV-TV LAS VEGAS, NV.

Advertiser () BERKLEY FOR SENATE

Product BERKLEY FOR SENATE

Estimate# 30S

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SA	M−F Buyli	M Buyli	M Buyli	M-F Buyli	M-F Buyli	M Buyli	M Buyli	TU-W,F Buyli	M Buyli	Day
7A-9A	12A-1230A Buyline Comment: NEWS	12A-1230A Buyline Comment: NEWS	630P-7P Buyline Comment: JEP	630P-7P Buyline Comment: JEP	5P-630P Buyline Comment: NEWS	5P-630P Buyline Comment: NEWS	7A-9A Buyline Comment: TODAY	W,F 7A-9A Buyline Comment: TODAY	6A-7A Buyline Comment: NEWS	Time Program
: 30	: 30	:30	:30	:30	:30	: 30	:30	:30	:30	Len
\$625.00	\$1,000.00	\$1,000.00	\$1,100.00	\$1,100.00	\$1,000.00	\$1,000.00	\$1,400.00	\$1,400.00	\$700.00	Rate
08/04-08/04	07/30-08/03	08/06-08/06	08/06-08/06	07/30-08/03	07/30-08/03	08/06-08/06	08/06-08/06	07/31-08/03	07/30-08/06	Dates
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\$625.00	\$5,000.00	\$1,000.00	\$1,100.00	\$5,500.00	\$5,000.00	\$1,000.00	\$1,400.00	\$4,200.00	\$1,400.00	Total Cost
										Daypart

Buyline Comment: SAT TODAY

LT	Estimates Buyer Phone# Fax#	Product	Adverti	Station	Rep Order# EC'd Yes
Ln	715		ser (KS	der# Yes
Day	30S MICHAEI	BERKLEY	(В.В	NV-TV L	6837381
Time	30S MICHAEL D'ETTORRE	BERKLEY FOR SENATE	Advertiser ().BERKLEY FOR SENATE	Station KSNV-TV LAS VEGAS, NV.	
	æ	ATE	OR SI	N.N.	r#
Program			NAT!		Z
am			(I)		Ver# 1 Mod# 0 Status Confirmed
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	Agency C/P1/P2/E Flight Dates Hiatus Weeks				med
	P1/P2/ eks eks	PHIL.A	1831 C		
Len		Ħ	1831 CHESTNUT ST. #602) SHO	Traf
	//30S 07/30/20	HIA, I	NUT	RR,JO	Traffic Order# 104859 Sho
Rate	12 - 08	A 19	ST. #6	HNSC	ler# 1
	//30S 07/30/2012 - 08/06/201;	103	8)N,MA	04859 She
Da)12			() SHORR, JOHNSON, MAGNUS	859 Last Ro Showing Buy
Dates				0,1	st Rece Buylin
					Prineceived: 07.
SI	70.70	7.0	ra	_	Printed: 07/27/ Last Received: 07/27/2012 1:29 PM ing Buylines: All Lines
Spots/Week # of	Salesperson Phone# Salesperson FAX#	Salesperson	Sales Office	Rep Firm	Printed: 07/27/2012 ines
yeek	rson I	rson	ffice	B	07/ 2 1:29
E #	hones AX#		$\widehat{}$		'27/201 PM
) AMS) PHII		07/27/2012 2:44 PM 2 1:29 PM
Total	215-568-6540 215-568-1845	MCC	PHILADELPHIA		PM
Tot	6540 1845) AMY MCCREARY	PHIA		
Total Cost		Y			
ţ					

-REPORT TOTALS-

Spots/Week # of Weeks

Total Spots

Daypart

Report Totals: 25 / \$26,225.00

-SALES MONTHLY TOTALS-

Lines not sent/rcld/rtrn: 0 / \$0.00 Station Totals: 25 / \$26,225.00 Sales Totals: 25 / \$26,225.00 Aug 12: 25 / \$26,225.00

--COMPETITIVE-Market Totals \$72,847 CATV XXXX KINV % 72 % O H O KTUD KBLR % % H O KVCW KINC 20 0% YMVX XLAS μ ω % ο %

> KSNV KVVU

15% 25%

-- COMPETITIVE COMMENTS-

EST SHARES NEW ORDER

Demos Books RA35+ JUL12

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